

TO: ALA Executive Board

RE: Digitization Work Group Report

ACTION REQUESTED/INFORMATION/REPORT:

Executive Board order the continuation of the work of the Digitization Work Group of the OITP Advisory Committee to develop or enhance existing ALA policies in the areas of digital content and expand the representation to this Group.

ACTION REQUESTED BY:

Linda Crowe, chair of OITP Advisory Committee and the Digitization Work Group

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DRAFT OF MOTION:

The ALA Executive Board orders the continuation of the work of the Digitization Work Group of the OITP Advisory Committee to develop or enhance existing ALA policies in the areas of digital content and expand the representation to this Group.

DATE: September 14, 2006

BACKGROUND:

See attached memo to the Board

Attachments: Policy Areas for Revision
Principles for Digitized Content
Workshop Participants

Digitization Policy Areas

Results from the Digitization Policy Workshop

Chicago, April, 2006

Sponsored by the Digitization Policy Workgroup of
the OITP Advisory Committee

The Internet has brought the world of information to classrooms, homes and offices of people worldwide. For over a decade now, libraries and other cultural heritage institutions have been opening their rare and fragile collections to scholars and grade school children alike by digitizing these collections and making them available via the internet. In the last year, libraries have been moving from smaller digitization projects to mass digitization projects that will eventually make available whole collections, including millions of books. Funding agencies are supporting research and demonstration projects that aid libraries and cultural heritage institutions in better understanding digitization processes, web harvesting, tool development, and assessment and evaluation. All of this has taken place without a coherent body of policy to guide decision-making.

The American Library Association's Office of Information Technology Policy (OITP) Advisory Committee hosted the Digitization Policy Workshop attended by representatives from a wide variety organizations from the library and cultural heritage community on April 5-7, 2006. Attendees at the Digitization Policy workshop, representing a wide range of professional associations in the library and cultural heritage arena, have developed a statement of priorities for policy development. The areas most in need of policy include:

- o Funding models that support long term sustainable efforts
- o Control of digital resources through licensing and law
- o Rights management for digitization, preservation and access
- o Preservation capabilities and rights
- o Standards and best practices

Within these areas the following policy and activity areas need to be addressed:

- o Commitment to the cultural commons, including the promotion of open access to all materials and support for the public domain
- o Need to promote broad collaboration, including international collaboration for both projects and funding.
- o Commitment to sustainable efforts for the digital materials, with ongoing funding and strong institutional support.

- Need to affirm legal mandates for preservation and digital curation, and to create indemnifications for cultural institutions undertaking digitization and digital preservation.
- Development of community standards for all areas of digital curation, and a broad sharing of best practices for both technology solutions and business models.
- Support for licenses and partnership agreements that are non-exclusive and that include no restrictions on use.
- Recognition of the global reach of digital assets and the changing role of libraries in serving that broader public.
- Increased and specific education for information professionals in all areas of digital resources, including technology, funding, and public service, and education for the public that is served.
- Creation and promulgation of a shared vocabulary that is not specific to libraries or to other cultural institution; that can communicate to members of the wider technology community, to funding organizations and to legislators.

Workshop Participants

Margaret Maes Axtmann
Associate Director for Information Resources
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Libraries (AALL)*

Mary Alice Ball, Ph.D.
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Director, Moving Image Archiving & Preservation
New York University

Liz Bishoff *
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University of Colorado, Boulder

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☞ *Representing National Information Standards
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Karen Coyle *
Digital Library Consultant

Nancy Davenport *
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Carla Funk
Executive Director
Medical Library Association

Dan Greenstein
Associate Vice Provost and University Librarian
California Digital Library (CDL)

Kenneth Hamma
Executive Director, Digital Policy and Initiatives
J. Paul Getty Trust

Carolyn Karis
Teacher-Librarian
The Urban School of San Francisco
Herbst Library
☞* *Representing American Association of School
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Suzanne Lodato
Associate Program Officer, Scholarly
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The Andrew W. Mellon Foundation

Silvia Lovato
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PBS

Carrie Lowe
Internet Policy Specialist
ALA Office for Information Technology Policy

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Executive Director
Coalition for Networked Information (CNI)

Dianne McCutcheon
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National Library of Medicine

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ALA Washington Office

* Workshop Steering Committee

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Jeff Ubois
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Rick Weingarten
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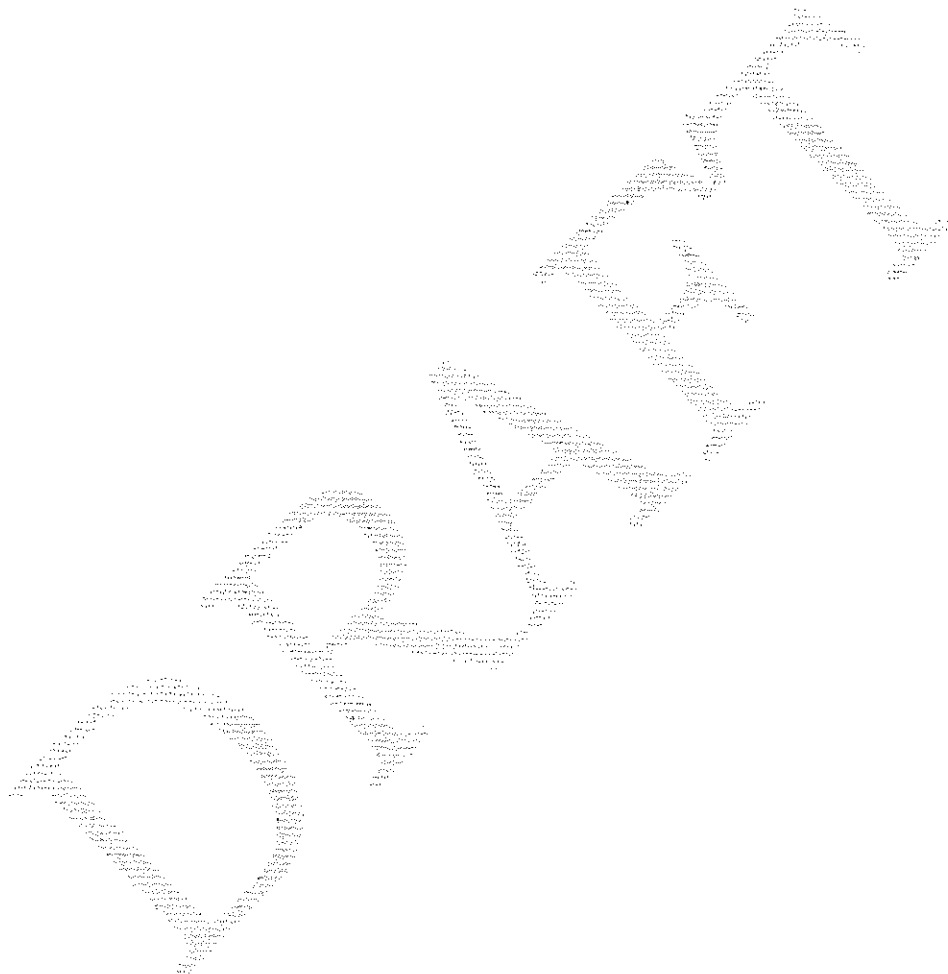
Ann Wilkins
Archivist
Wisconsin Public Television
☛ *Representing The Association of Moving Image
Archivists (AMIA)*

Thomas Wilson *
Special Assistant to the Dean for Technology
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Principles for Digitized Content

1. Digital libraries ARE **libraries**. The policies of the Association apply fully to digital libraries including the core values such as commitment to access, confidentiality/privacy, the public good, and professionalism.
2. Digital content, like other **library materials**, must be given the same consideration for collection development, ease of access, freedom of information, and preservation.
3. Digital activities and the resulting collections must be sustainable by libraries. **Sustainability** requires secure and ongoing funding, technology solutions that are appropriate to the longevity of the cultural record, and long-term management capabilities.
4. Digitization on a large scale requires **collaboration**. Collaboration enables the building of collections that support research, scholarship and information needs of diverse communities. Collaboration will require strong organizational support and promotion by cultural heritage professionals, their institutions, and their associations.
5. Digital activity requires ongoing **communication** for its success. The library and cultural heritage community must reach out to the public, to government, and to funding institutions with a clear and compelling message regarding the role of digital libraries and collections.
6. Digital collections increasingly address an **international** audience. These collections are part of a global information infrastructure that is not limited by geography.
7. Digital collections are developed and sustained by an educated workforce. Members of the cultural heritage professions must engage in **continuous learning** and be able to explore new technology, to work with new partners, and to reach new audiences.
8. Digital materials must be the object of appropriate **preservation**. Preservation activities require the development of standards and best practices as well as models for sustainable funding to guarantee long term commitment to these materials.

9. Digital collections and their materials must adhere to **standards** to maximize their usefulness. Standards must serve the broadest community of users, support sustainable access and use over time, and provide user functionality that promotes the core library values (<http://www.ala.org/ala/oif/statementspols/corevaluesstatement/corevalues.htm>).



Policy Areas for Revision: Digitization of Library Resources

Analysis by ALA OITP Workshop on Mass Digitization
August, 2006

Areas Where a New Policy is Needed

Preservation capabilities and rights

Preservation responsibilities and preservation rights for digitized materials need to be addressed.

Standards and best practices

The ALA must express strong support for standards and best practices that will assure the usefulness of digitized resources and their potential over the long term.

Commitment to commons, promotion of open access, support for public domain

In light of the Google and Open Content Access initiatives we need a policy statement that will provide a framework for libraries and related organizations working in partnership with one another and with the private sector that looks to the interest of the public and the public good. ALA has undertaken such policy statement in the past, e.g. 50.4 Bibliographic Data Bases.

Recognize global reach of digital assets and changing role of librarians in serving broader public

We need a policy statement that clearly states the role of libraries in the digital age. We currently embed this concept in a myriad of ALA policies, which frequently makes it a secondary thought. In the digital era, ALA needs to raise digital content in priority and importance, and we can only do that by making specific policy statements.

Promote broad collaboration, that includes support for projects and project funding

The promotion of broad collaboration as necessary for library success in the digital environment surfaced as a general topic throughout the workshop discussions. Promotion of such collaboration could be a separate policy or could be incorporated as part of other policies.

Existing Policies Needing to be Revisited

Sustainable efforts for digital materials, with ongoing funding and strong institutional support

(ALA Policy 50.8 . Financing of Libraries) This policy currently states that ALA will have a media information program, but actually we have been more proactive. We could expand this policy, and the resulting program activities, to a broader effort in support of digital libraries through legislation and advocacy.

Affirm legal mandates for preservation and digital curation and create indemnification for libraries undertaking digitization and digital preservation

(ALA Policy 51. Federal Legislative Policy) This policy addresses the Federal responsibility for libraries. The policy itself needs a major overhaul and needs to incorporate digital content from the acquisition of born digital to the reformatting of digital resources for continuing use, and for long term preservation. Out of the examination of this policy can come a statement about GPO's role, LC, and NLM's role.

Support licenses and partnership agreements that are non-exclusive and include no restrictions on use.

(ALA.52.2.1 Preservation) The only place that ALA Policy addresses this issue is in ALA Policy 52.2.1, which talks about preservation of different physical media and then includes a section on licensed digital content. There is no mention of preservation of library owned non-licensed content, ownership and access issues. Additionally, it doesn't address issues that have emerged since last review in 2000-2001 such as Certified Trusted Repository. It is likely that a new policy needs to be developed.

Increased and specific education for information professionals in all areas of digital resources

(ALA Policy 56.1) There are probably statements or policies at the committee level addressing some of these issues. We suggest referring this to the Education Committee for discussion with Division and Round Table education committees. Also, we should reach out to ALISE.

Creation and promulgation of a shared vocabulary that isn't specific to libraries, and that can communicate to members of wider technology community, as well as to funding organizations and legislators

(ALA Policy 55 Standards Policies) ALA vests responsibility for all standards adoption to it's divisions. This one relates specifically to vocabularies, however there are other standards that were raised during the meeting, that could be referred to the various divisions.

Community standards for all areas of digital curation and broad sharing of best practices for technology solutions and business models

(ALA Policy 55. Standards Policies) ALA vests responsibility for all standards adoption to its divisions. This policy need relates specifically to technology to the treatment, use and long-term management of digital resources.